

1in6, Inc.
Annual Report 2012

AGENCY MISSION

1in6 achieves its mission to help men who have had unwanted or abusive sexual experiences in childhood live healthier, happier lives by offering the following programs and services:

- 1) **Web-based Programming** (www.1in6.org) offering comprehensive information and support (for male survivors, loved ones and care providers); the 1in6 Online SupportLine (operating 24 hours daily); and the 1in6 Online Lending Library (making most of the over 75 titles available cost-free to those who need them).
- 2) **Professional Training and Outreach**, providing information and training resources that broaden awareness of our issue, improve treatment capacity among professionals working in health, mental health, sexual assault and related fields and increase the visibility of 1in6.
- 3) **Community Education and Outreach**, on college campuses and in the general community, to address the silence and stigma around male childhood sexual abuse, facilitate the development of programs that adequately respond to this population's needs, and encourage male survivors (and their loved ones) to actively seek assistance.

PROJECT ACCOMPLISHMENTS

A major focus of 1in6 in 2012 has been to further raise awareness of our issue and increase utilization of our resources nationwide. We have encountered a universal and growing demand for our information and support services at every level - individual (male survivors and their loved ones), professional (social service, sexual assault, health, and mental health care providers) and community (local communities, universities, congregations, etc). In response, 1in6 has worked hard to advance each of the following program areas:

1) **Web-based Programming** - Developed by issue experts at Harvard University and UMass, the website is the most complete resource available today for individuals dealing with male childhood sexual abuse. In the most recent reporting period (January 1st – December 31st) 1in6.org received a monthly average of 22,742 visitors (representing 6,848 unique users), which is up 57% and 78% respectively from a monthly average of 17,670 visitors (representing 3,847 unique users) in 2011. Current site utilization in 2012 translates to roughly 273,000 visitors annually (representing over 82,000 unique users). Utilization of 1in6.org has been particularly high during months in which high profile news stories occurred, such as the Jerry Sandusky trial in June 2012 when the monthly number of site visits increased from 19,900 the previous month to nearly 27,400.

The 1in6 website had many major improvements and accomplishments in 2012:

- **Website Improvement** – Building on a dramatic redesign of 1in6.org in 2011, the 1in6 web team continued to improve the site in ways that increase its user intuitiveness. We created three distinct sections of the website with their own individual 'page-flow' process and customized content per segment at the higher-level pages. This was to address the distinct support needs of our three primary user categories ('Men,' 'Family, Friends and Partners,' and 'Professionals'). This has improved our user flows and dramatically increased the efficiency with which new content changes are implemented, allowing for quicker day-to-day additions in response to news stories, 1in6 events, etc.

- **Spanish Language Content** – In a truly groundbreaking move, 1in6.org launched a Spanish-language section of 1in6.org in 2011. In 2012, we translated an additional 30 pages of content into Spanish. To our knowledge, this is the only web-based Spanish-language resource in the world for men with histories of childhood sexual abuse.
- **24/7 Online Support** – In partnership with RAINN (Rape, Abuse and Incest National Network), the 1in6 Online SupportLine continued to operate 24 hours a day, seven days a week. During this time, individuals in need of assistance can seek live, anonymous support from a secure link on 1in6.org to RAINN’s National Sexual Assault Online Hotline.¹ Between January and December 2012, nearly 600 individuals accessed the RAINN Hotline directly from the 1in6 website, and they spent an average of 30 minutes seeking support. This is up 67% over last year, from a monthly average of 30 hotline users in 2011 to 50 in 2012. RAINN trained over 175 staff and hotline volunteers on the 1in6 curriculum on responding to the needs of men who experienced childhood sexual abuse. 1in6 also developed a new outreach card to promote utilization of the 1in6 OnlineSupportLine.
- **USC Telehealth** – 1in6.org also launched a new referral system in August 2012 that links individuals (California residents only) to online therapy offered by USC Telehealth. While we have not promoted this service in any way, the interest is clear. In November of this year, 1in6 staff conducted a training for all USC Telehealth therapists on identifying and serving men who experienced childhood sexual abuse. In the coming year, 1in6 will outreach to all California partners to increase awareness of and referrals to this incredible support resource.
- **Impact Surveys** – Results from the 1in6.org user survey from January 1st through November 21st 2012 suggest that the site’s educational and motivational content continues to have a very positive impact on visitors. Of those responding, 69% felt what they read on the 1in6.org website helped them “a lot” and an additional 25% felt it helped them “a little.” Among those providing detail on *how* the website helped them, 31% said they learned something about the issue, 17% said they felt less alone in dealing with this issue, 17% said they learned more about themselves and their situation and 11% said they were now motivated to seek additional help. The remaining 23% provided fill-in responses on how the site helped them.
- **Online Lending Library** – Through the 1in6.org Online Lending Library we loaned (cost-free) books and other resources to over 260 individuals in the past year (up 73% from 150 books in 2011), with an increasing number of requests being mailed to incarcerated men. The Library currently inventories over 75 different books and films, with many on loan for free.
- **Social Media** – 1in6 engaged in an increasing amount of social networking in 2012. The agency’s Twitter account, established in 2011, currently has 1,763 followers. 1in6 established both a second Twitter account - for our new 1 Blue String campaign (see below) - and a Facebook page in November 2012. 1in6 staff and volunteers also write weekly blogs (42 blogs written through November 2012) that are posted to both the Joyful Heart Foundation and the Good Men Project sites, which respectively receive one million and 13 million visits a year. 1in6 uses these social networking strategies to raise awareness of our issue, drive traffic to 1in6.org, and promote other 1in6 resources such as trainings and outreach.

2) **Professional Training and Outreach** – During 2012, we significantly expanded 1in6’s profile as a respected resource for information and training about the engagement of men in recovery from the impacts of unwanted and abusive childhood sexual experiences. Partnering with sexual assault and domestic violence coalitions and their member organizations across the country, we were a presenter or exhibitor at numerous trainings and conferences,

¹ RAINN (www.RAINN.org) is a nationwide partnership of more than 1,100 local rape treatment hotlines and rape crisis centers.

distributed thousands of pieces of outreach materials, formed collaborative partnerships on grant applications, engaged in statewide outreach efforts, and conducted national surveys to assess the need for our services. In addition, we developed new trainings, dramatically increased our Spanish-language resources, and developed material to more actively engage men, families, and providers in the Latino community.

Some of the highlights of accomplishments in this program area over 2012 include:

- **Professional Conferences/Presentations** – 1in6 participated in statewide sexual assault conferences and coalition meetings and organizational trainings including California (4), South Carolina, Tennessee, Texas (2), New Mexico, Wyoming, Maine, Oregon, Maryland (2), New York, Massachusetts (3), Rhode Island, North Dakota, Pennsylvania and national conferences in Chicago, San Diego (2), New Orleans, Baltimore, Los Angeles, State College, PA, and New York. In total, over 7,700 conference attendees (up 5% from 7,300 in 2011) had access to outreach materials available at a 1in6-staffed table or booth at these events and 1in6 staff provided educational presentations or training modules directly to nearly 1,600 professionals (up 40% from 1,140 in 2011).
- **Needs Assessment** – 1in6 developed and distributed (in collaboration with the Resource Sharing Project of the National Sexual Violence Resource Center) of a [national survey](#) of sexual assault and domestic violence providers about services for male survivors. We received responses from over 400 organizations across the country. Half cited a need for more clinicians and mental health professionals specifically trained to serve male survivors as a critical need. Nearly two-thirds said they were looking for resources for men and family members and nearly as many felt resources for staff was critically important. Not surprisingly, increased funding for services for male survivors was a need expressed almost universally.
- **Collaboration** – 1in6 engaged in collaborative initiatives including:
 - Joint grant proposal with New York State and Tennessee Coalitions Against Sexual Assault.
 - Joint outreach letters with statewide sexual assault coalitions in several states.
 - 1in6 strengthened its collaboration with Big Voice Pictures (BVP) which has placed a co-branded 1in6 outreach materials in all copies of their film “Boys & Men Healing” and uses our display “wall” featuring images from both 1in6 and BVP at all conferences where they appear without 1in6. This collaboration put 1in6 information and outreach materials in the hands of 1,500 people.
 - 1in6 nurtured ongoing relationships with other national and international organizations working in the field including The Men’s Project, The Joyful Heart Foundation, Living Well, Resource Sharing Project, NSVRC, Stop It Now! and others.
- **Professional Training** – 1in6 developed additional training and outreach materials including a new one-day training with The Men’s Project, four webinar presentations focused on reaching out to men (which served 130 participants in 2012), new outreach materials including a wallet-sized outreach card, and engagement with multiple community groups in Frederick, Maryland to create a pilot comprehensive community outreach strategy. 1in6 also conducted a presentation for 100 parents in Westchester, Pennsylvania on the lasting effects of childhood sexual abuse on men.
- **Cultural Competency** – Our Cultural Competency consultant, Emiliano Diaz De Leon, has continued to play a critical role in all efforts to assure that our resources and services are relevant in terms of race, class, nationality, sexual orientation, gender identity, immigration status, ability, age and other factors that influence how men view themselves and their place in their communities.
 - We developed and provided a training at the National Latino Institute and developed a training which was accepted for the Arte Sana Nuestras Voces 2013 Conference in April.
 - We have nearly all the content sections of 1in6.org accessible in Spanish.

- We translated “Myths and Facts” which will be available in booklet form.

3) Community Education and Outreach – 1in6 Community Education and Outreach efforts have multiplied significantly since the program’s launch in 2011 when the focus was initially on campuses and communities in the greater Los Angeles region. High profile news stories about male childhood sexual abuse – both last year and in 2012 – have compelled 1in6 to take our outreach and educational resources to campuses and communities nationwide. Some of the highlights of accomplishments in this program area in 2012 include:

- **Campus Outreach** – 1in6 worked extensively with the initial five pilot universities in the Los Angeles region – Cal State Fullerton, USC, UCLA, Cal State Northridge, and Pasadena City College – but also expanded its outreach efforts to Loyola Marymount, Cal Poly Pomona, Occidental and the Claremont Colleges. This outreach consisted of emails to and meetings with counseling and health departments, as well as with student groups, distribution of 1in6 outreach materials, special events (such as film viewings) during Sexual Assault awareness month and throughout the school year, and presentations and trainings for interested campus care providers and groups. 1in6 also mailed educational outreach materials to every college campus in California.

Nationwide, 1in6 also provided outreach and education resources to Alabama A&M, Brown University (Rhode Island), Fuller Seminary (California), Harvard University (Massachusetts), Hood College (Maryland), Penn State, Western Michigan University, and Wright State University (Ohio). 1in6 also mailed educational outreach materials to 750 college counseling directors across the country.

- 1in6 provided a great deal of outreach and support at Penn State in the aftermath of the male childhood sexual abuse scandal there, including close collaboration with Counseling and Psychological Services and the new Voices for Victims program as well as attending their Child Abuse Conference in November 2012.
- 1in6 conducted a national survey of over 800 college clinical directors to assess their need for support around male childhood sexual abuse. We identified a great need for printed materials (76%), web-based workshops (69%), educational presentations (68%) and in-person training (46%) – all of which 1in6 has been providing and will continue to provide.
- **Community Outreach** – 1in6 met with or presented to representatives of numerous community agencies in the Los Angeles area including the Community Clinic Association (which represents over 40 local health clinics); Safe4Kids, Valley Cares (a local rape crisis center), the LA Gay and Lesbian Center and several faith-based organizations and congregations. 1in6 provided an educational booth at both the Urban Football Coaches Association’s annual Coaches Conference and the Christian Ministries Training Association Conference.
- **Resource Distribution** – In total, 1in6 distributed nearly 45,000 copies of 1in6 educational outreach materials to universities and community agencies nationwide. 1in6 also mailed material to over 200 educational outreach kits to Employee Assistance Programs nationwide.
- **Public Awareness** – 1in6 once again collaborated with the Joyful Heart Foundation, NBC and Wolf Films, in the production of a second Law & Order: SUV episode (aired November 21, 2012) that focused loosely on the Horace Mann School case covered recently in national news.

4) Agency Marketing Awareness Programs

- **1BlueString:** 1in6 launched its first strategic public awareness campaign in November 2012 – “1BlueString.” The campaign asks guitarists, at all levels, to replace one of their six guitar strings with one of our free, blue strings to symbolize the 1 in 6 men who have had unwanted or abusive sexual experiences in childhood. In first 2 weeks, 1BlueString received roughly 300 sign ups (averaging 21/day) with 200 Facebook followers in the same time period. The campaign also includes a revenue-generating stream (retail merchandise) and Text-2-Give contribution options. We are thrilled that 1BlueString will be the official charity of the Vans Warped Tour that will visit 41 cities in the third quarter of 2013.
- **The Bristlecone Project:** In collaboration with 1in Board Member Dr. David Lisak, The Bristlecone Project will create public awareness through exhibitions and a web site depicting photographic portraits and biographies of thriving men who were sexually abused as children.
- AOL Impact campaign, we developed two pieces of creative:
 1. A version that focused on the 1in6 Mission (Roughly 60% of click throughs)
 2. A version that focused on the Sandusky trial - offering help for those who may need it. (Roughly 40% of click throughs)

Upon receiving the grant, we were guaranteed between 5-10 Million impressions between regular banner advertising (web) and mobile banner advertising. The result:

We managed 40 Million impressions, generating 4,500 click throughs to 1in6.org, with average CTR (click through rate) of 0.01%. For a week-long campaign that is heavy mobile (lower traditional CTR), this is an amazing achievement.

- **1in6 Agency Branding and Strategic Planning** – In 2012, 1in6 developed brand guidelines as well as a social media strategy for both the agency overall and the 1BlueString campaign.
- **Celebrity Contacts** – 1in6 continues to seek the support of celebrities in our efforts to increase public awareness of this issue. Actress Mariska Hargitay has been a huge supporter of 1in6 through our collaboration with the Joyful Heart Foundation, which she founded. We are also hoping to build relationships with prominent athletes and musicians to further advance the 1BlueString campaign and our overall public awareness efforts.